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## California State University Sacramento Library: *a Teaching Library*

By Sarah Dalton  
Connection Editor

Today's university librarians must "navigate increasingly sophisticated information resources, networks and virtual spaces and then teach these new tools and techniques to faculty and students in all disciplines" writes Dr. Terry Webb, dean and director of the library of California State University Sacramento (CSUS).

Simply put, academic librarians have to snatch up the newest databases, texts and search tools, learn how to use those new products (and how to make them worth the money) and then teach everyone else how to use them. That takes study, money, and passion for the purest kind of teaching, teaching people to help themselves - the librarian's pedagogy.

CSUS offers Master of the Arts and Master of the Sciences degrees in most academic fields as well as a Master of Business Administration degree. And though its library is not a research library (yet), the university also offers a Ph.D. in Public History in conjunction with the University of California at Santa Barbara (UCSB). "The CSUS library is gearing up for dissertation-level research services as part of the UCSB partnership," says Kim Kuenlen, director of Development and External Relations for the CSUS library.

### *CSUS's "Specialist" Librarians*

To help students, faculty and even members of the community efficiently get what they need for their academic work (and to teach those people how to continue their work alone), CSUS's library administration has assigned

subject-specific librarians to each of the university's academic areas of expertise - and there are many.

CSUS's College of Arts and Letters alone has six programs including Education and Foreign Languages, each of which has sub-specialties.



Foreign Languages, for example, offers degrees in ten languages, from African languages to Russian, and each language has a librarian-specialist. The College of Health and Human Services boasts eleven academic programs, from Criminal Justice to Humanities and Religious Studies, and these too have a librarian for each specialty.

CSUS librarians typically oversee more than one sub-specialty. Librarian Maria Kochis, for example, covers all six areas of study in the College of Engineering and Computer Science program. Like her colleagues, Kochis is responsible for resources in her assigned curriculum. She surveys professors, works closely with the departments and oversees collection development in her field. Or, as Kim Kuenlen puts it, Kochis "looks for holes" in the CSUS library's engineering collection.

### *The CSUS Collection*

CSUS library's collection is vast and

*Please see CSUS Library, page 2*

expensive. The CSUS library has more than 2 million volumes; 4,000 periodical subscriptions; 5,000 videos; 80,000 slides; 2,500 16 mm films; 1,900 music CDs; 2,500 audiocassettes; 2.3 million microforms; 60,000 government documents and 100 licensed databases.



### **A CSUS library specialist helps a student.**

The databases (which users can only access in the library) serve such fields as engineering, biological science, chemistry and criminal justice. At close to \$100k annually, they comprise "a big chunk" of the library budget, but the databases are "vital" according to Kuenlen. Together with the specialist librarians, the databases support the CSUS library's mission "to meet the research and teaching needs of the university."

### ***Student Patrons in 2003***

Patrons - students, faculty and the community - can seek out their "specialist" via the Internet or the reference desk (where all CSUS librarians rotate shifts). This customized service, combined with nice things such as being able to download source texts and paste them into papers, makes research at the CSUS library today much easier than even ten years ago.

But new ways of studying and researching at the university present a challenge to the CSUS library. "Students don't study the way they used to - holed up in

carrels," says Kuenlen. Today's students study in groups (group study rooms are always in demand). They discuss. They collaborate, lattes in hand. The CSUS library isn't physically set up for this new student's need to "hang" in the library. Kuenlen says that the library's administrators are striving to soon "change the library's infrastructure" to meet patrons' demands for a social component of library work.

For now, the library is open 93 hours a week and there's a silent study area on the 4th floor for those who need old-fashioned quiet. But, Kuenlen bluntly says, "Our facility is outdated."

### ***Looking forward***

"Our collections budget was cut \$200k in 2002/2003," says Kuenlen. "Next year it may be worse." Consequently, CSUS library administrators are struggling to prioritize how to spend CSUS library's limited budget. The cost of databases and journals keeps going up regardless of budget cuts. Further, the library's goal, to "give the university 100 percent," requires sophisticated technology and architectural design. In the near future the CSUS library hopes to:

- Expand technology services and ensure electronic connectivity and space flexibility.
- Provide a fully wireless laptop environment with laptop checkout.
- Create a new, inviting entrance to the library.
- Enhance and increase group study areas and areas for collaborative study.
- Create lecture and presentation rooms with multimedia capability.
- Create on-line digital collections and digitize selected materials.

None of these changes will come cheaply, so library administrators have created fundraising projects such as the CSUS library's *Virtual Ball*, an elegant outreach project that plays with the "ball" metaphor by selling virtual "tickets and tables" for \$100 through \$1000. This "ball" is an imaginative flight of fancy, designed to raise money for the library while allowing donors to imagine they have attended a fundraising ball without leaving the comfort of their own homes.

For more information about the CSUS library, please call Kim Kuenlen, director, Library Development and External Relations at (916) 278-5954 or email her at [kkuenlen@csus.edu](mailto:kkuenlen@csus.edu).

***Next month:*** Look for the second of our series on CSUS' s library that will focus on CSUS' s LSTA-funded research for the Underground Railroad Project.

# Facing tough times, a rural public library looks to on-line commerce

By Dan Theobald  
i2i Communications

When the going gets tough, the tough go shopping.

That's the attitude of the Woodland Public Library, which has opened an Internet shopping mall to help offset budget cuts related to the statewide recession.

The venture, called *Shop for the Library* ([www.shopforthelibrary.net](http://www.shopforthelibrary.net)), takes the fundraising strategy long employed by larger urban libraries - the on-site gift shop - and gives it a virtual look and feel. The result is a gift shop with none of the problems often found in brick-and-mortar library gift shops: lack of volunteer staffing, complexity of set-up and inventory management, and shortage of available space in the library.

"We could never find space for a gift shop in our building, much less offer items from 200 merchants," says Woodland Public Library Director Marie Bryan. "But we've got plenty of room on the web."

*Shop for the Library* features more than 200 merchants of well-known businesses such as Target, Sears, Dell™, and Hickory Farms. But it also includes popular websites such as Amazon.com, eBay, and Expedia. These online merchants agree to give the library between two and 55 percent of all sales referred from the *Shop for the Library* website. Every purchase initiated through the website generates a commission for the Woodland Public Library. "Folks pay the same price whether they go through *Shop for the Library* or directly to the merchant's website," says Bryan. "So we're hoping library supporters will take an extra second or two and use the *Shop for the Library* portal."

Bryan is particularly optimistic about the fundraising potential of the library's own boutique on *Shop for the Library*, which offers cards, posters, and apparel items based on images from local archives. The library site uses Zazzle.com, an online venture that lets any organization or individual upload jpeg images (on which they own the copyright or from the public domain) and use these images to create gift items. "People love browsing our Woodland history collection, and now they can buy greeting cards and

T-shirts with some of our most popular images," notes Bryan. Other libraries using Zazzle to create gift items with images from their own library collections include the California History Room of the California State Library and the Bancroft Library of the University of California, Berkeley.

The *Shop for the Library* website is supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act (LSTA), administered in California by the State Librarian.

The website, and associated promotional materials, were designed for easy adaptation to other public libraries, if



the project proves successful in Woodland. "There's no grant money right now to support expansion to other libraries," says Bryan. "But we'd be glad to provide advice and counsel, along with access to our tools and templates, for any libraries wanting to build their own version of *Shop*."

In looking at shrinking public library budgets, especially during the current state budget situation in California, the *Shop for the Library* website will help raise funds for the Woodland Public Library at an especially critical time.

"We have a clear choice in this economy - cut back or fight back," Bryan says. "We're fighting. We received an LSTA grant to cover the costs of setting up *Shop for the Library*, and now all proceeds we raise will go to support services to the public."

Other articles about *Shop for the Library* have appeared on the KCRACHannel.com (April 16, 2003) website and also in the *Sacramento Bee* newspaper (April 17, 2003, Metro Section).

For further information about *Shop for the Library*, contact Dan Theobald at (415) 431-0329 (phone) or [dtheobald@i2icom.com](mailto:dtheobald@i2icom.com) (email); Marie Bryan, Woodland Public Library director, at (530) 661-4157 (phone) or [mebryan@dcn.davis.ca.us](mailto:mebryan@dcn.davis.ca.us) (email); or Carla Lehn, literacy consultant, California State Library, at (916) 653-7443 (phone) or [clehn@library.ca.gov](mailto:clehn@library.ca.gov) (email).



# Promotional campaign draws teens to public libraries

**By Christopher Berger**

*Resource Sharing Specialist*

*Library Development Services Bureau, California State Library*

Public libraries across California have rediscovered a time-tested formula for enticing teens to show up at library promotions: serve lots of pizza and make sure their favorite radio station's van is on hand to play lots of rock and roll music.



**Youth Services Librarian Robin Doughty serves pizza to teens at Roseville Public Library event.**

If you also use this event to survey teens about the services they'd like to see in their public libraries, would this drive them away? Not according to the librarians who have successfully organized teenage "survey" events in both northern and southern California as part of a unique promotional campaign for libraries.

Called Teen Radio, it is part of the California Campaign for Libraries, a federally-funded grant that has been promoting public libraries up and down the state for the past two years, most notably through "The Library: Check It Out" campaign. With Teen Radio, public libraries participating in this project are hoping to attract teens to public libraries by creating library collections and services especially geared to their informational needs. It is also being used to help promote the library overall.

Teen Radio began in July 2001 in San Diego and expanded into each of the other four major media markets in California: Los Angeles, San Francisco Bay Area, Sacramento, and Fresno. During the San Diego campaign, a local radio station van visited high schools, concerts, and other San Diego events to promote the library. At the Roseville Public Library-Maidu Branch event held February 8 of this year, between 75 to 100 people stopped by the booth. The teens who stopped by were asked to fill out library surveys to help pinpoint the services the library could provide that were of most interest to them.

"Having the radio station come out was great because it attracted folks who do not normally use the library," said Robin Doughty, senior librarian for youth services at Roseville Public Library. "Even the DJ was stoked to learn about free story times for his preschooler!"

The final Teen Radio campaigns in Sacramento and Fresno finished in March 2003. During its two-year run this statewide program has reached out to teens in many geographic areas of California. Besides San Diego and Roseville, the Teen Radio Campaign beguiled the ears and stomachs of teens at the following public libraries:

- Riverside Public Library
- Riverside County Public Library
- San Bernardino Public Library
- San Bernardino County Public Library
- San Jose Public Library
- Stockton/San Joaquin Public Library
- El Dorado County Public Library
- Sacramento Public Library - Carmichael Branch

The California Campaign for Libraries is supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

For other articles about the California Campaign for Libraries, see the February, May, and August 2001, and March 2003 issues of *Connection*.

To learn more about Teen Radio, contact Bessie Condos Tichauer, children and youth services consultant, California State Library, at (916) 653-8293 (phone) or [btichauer@library.ca.gov](mailto:btichauer@library.ca.gov) (email).

## 2nd cycle Library Bond Act applications received

The Office of Library Construction (OLC) received 67 applications for Library Bond Act construction grant funding by the second cycle deadline of March 28, 2003. The total amount of state funds requested by these projects is almost \$550 million and the average state grant request is approximately \$8.2 million.

The largest number of applications (45) was submitted for projects requesting \$10 million or less, but the largest amount of state funding (\$323 million) was requested by the 22 project applications that fell between \$10 and \$20 million:

<u>State \$ Range</u>	<u># of Projects</u>	<u>Total State Dollars</u>
\$20 - \$15 Million	9 Projects	\$165 Million
\$15 - \$10 Million	13 Projects	\$158 Million
\$10 - \$ 5 Million	22 Projects	\$155 Million
\$ 5 - \$ 0 Million	23 Projects	\$ 70 Million

A complete list of all of the project applications with the requested state grant amounts is available on the Home Page of the OLC Web site ([www.olic.library.ca.gov](http://www.olic.library.ca.gov)) under the "What's New" section and shown as the "Cycle 2 Grant Applications" link.

### ***New vs Remodeling Projects:***

Fifty-nine (approximately 88%) out of the sixty-seven project applications submitted in the second cycle were for the construction of a new public library. Only eight project applications submitted were for remodeling and expansion of an existing public library.

### ***Priorities:***

Out of all sixty-seven applications, there are a total of fifty-eight 1st priority applications and nine 2nd priority applications. The following chart summarizes this information:

New:

57	1st Priority	(6 co-located library projects)
2	2nd Priority	

Existing:

1	1st Priority
7	2nd Priority

Six out of the fifty-seven first priority applications for new libraries are for co-located libraries with the remaining fifty-one applications being joint venture projects.

### ***Timetable:***

OLC staff will now turn their attention to the initial phase of the review process for cycle 2, which is the eligibility review of the applications. It is anticipated that this review will be completed sometime in late spring or early summer. An email alert will be transmitted when the eligibility phase is completed. Those projects, which are deemed ineligible, will receive a letter delineating the reasons for the ineligibility determination at that time.

### ***Limited Contact with OLC Staff during Application Review:***

In order to expedite the OLC staff application review process, OLC consultant staff should not be contacted either by telephone, e-mail, postal correspondence or direct personal contact regarding either current second cycle applications under consideration or applications for the third cycle until after the Board has made 2nd cycle grant award decisions.

### ***Program Application Contact:***

During the application review process, all contact with the Office of Library Construction regarding Library Bond Act program application matters must be directed to Richard B. Hall, Library Bond Act Manager, at (916) 445-9604, or [rhall@library.ca.gov](mailto:rhall@library.ca.gov). This includes questions from potential applicants for the third cycle.

If Mr. Hall is unavailable and the issue is urgent, please contact Linda Springer, Deputy Library Bond Act Manager, at (916) 445-9587 or [lspringer@library.ca.gov](mailto:lspringer@library.ca.gov).

### ***Fiscal or Grant Contact:***

Any questions regarding Library Bond Act fiscal or grant agreement matters should be directed to Curtis Purnell, Library Bond Act Fiscal Officer, at (916) 445-9592, or [cpurnell@library.ca.gov](mailto:cpurnell@library.ca.gov).

If Mr. Purnell is unavailable and the issue is urgent, please contact Patty Wagoner, Library Bond Act Analyst, at (916) 445-9596 or [pwagoner@library.ca.gov](mailto:pwagoner@library.ca.gov).

### ***Architectural Plans Review Contact:***

Any questions regarding the submission of architectural plans by successful 1<sup>st</sup> cycle grant recipients should be directed to Barbara Silken, Library Facilities Consultant, at (916) 445-9617 or [bsilken@library.ca.gov](mailto:bsilken@library.ca.gov).

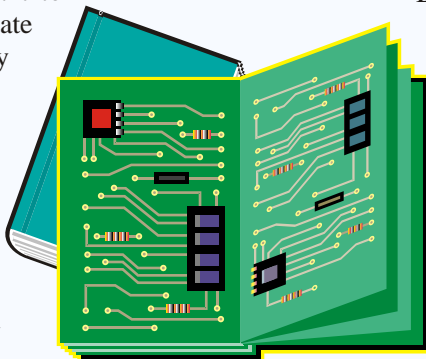
Thank you in advance for your cooperation in this matter.

# Library Institute on 21st Century Librarianship now available on-line

Last summer, the California State Library commissioned an outside consultant to evaluate the Stanford-California State Library Institute on 21st Century Librarianship, the multi-day leadership training sessions held in 2000 and 2001. The CSL also asked Ms. Hinman to identify and compare the Institute with similar leadership training opportunities, and to consider other continuing education needs for California library staff members.

The California State Library is asking for feedback on Ms. Hinman's report that offers recommendations on the California State Library's continuing education program for library staff.

A distinguished advisory council worked with Ms. Hinman on this study. The members of the advisory council were: Gregg Atkins, dean of learning resources, Sacramento City College; Deborah Barrow, director of Watsonville Public Library; Nancy Crabbe, Continuing Education Committee chair, California Library Association; Linda Crowe, executive director, Peninsula Library System; Andrew Herkovic, foundation relations and strategic projects, Stanford University; Susan Kent, director of Los Angeles Public Library; Les Kong, head of Public Services Library,



California State University, San Bernardino; Jane Light, director of San Jose Public Library; Mary Minow, president of California Association of Library Trustees & Commissioners (CALTAC); Mark Parker, deputy director of administrative services, Sacramento Public Library; Vicky Reed, media services specialist, San Diego County Office of Education; Heidi Sandstrom, consumer health information services coordinator, Pacific Southwest Regional Medical Library; Blanche Woolls, dean of School of Library & Information Science, San Jose State University; and Barbara Will, library programs consultant, California State Library.

The full report, including recommendations for the future, can be found at the Institute's website (<http://institute21.stanford.edu>).

Other articles about the Institute have appeared in the September 2000 and July 2002 issues of *Connection*. For further information, contact Barbara Will at (916) 653-7071 (phone) or at [bwill@library.ca.gov](mailto:bwill@library.ca.gov) (email).



**John Kallenberg**

## Fresno County librarian retires

In mid March John Kallenberg, president of the Library of California board, retired from his position as Fresno County librarian, a post he held for 27 years. Hundreds of local community members, Fresno County library staff, librarians from across the state, and Library of California board members Victoria Fong and Sally Tuttle attended a gala retirement dinner held in his honor on Friday, March 16th in Fresno. Fresno County Board of Supervisors Chairman Juan Arambula served as Master of Ceremonies for the event, which featured skits, a poem created especially for the event, many reminiscences, and the Fresno County Friends of the Library's unveiling of a scholarship program for Fresno County Library staff, created in Mr. Kallenberg's honor.

Karen Bosch Cobb has been named Acting County Librarian.

Mr. Kallenberg continues his activities on the Library of California board as president and a representative of Public Libraries. California State Library staff congratulate Mr. Kallenberg on his retirement and look forward to his continued support of the many statewide resource sharing efforts to which he dedicates so much of his time and energy.



# Penny Markey wins ALA award

**By Bessie Condos Tichauer**

*Children and Youth Services Consultant  
California State Library*

Penny S. Markey, coordinator of youth services for the County of Los Angeles Public Library (CoLAPL), is the recipient of the American Library Association's Grolier Foundation Award. This prestigious annual award, which includes a stipend of \$1,000 and a certificate of achievement, is presented to a librarian whose "unusual contribution in the stimulation and guidance of reading by children and young people exemplifies outstanding achievement in the profession." The award will be presented at the joint annual conference of the American Library Association and the Canadian Library Association that will be held in Toronto in June.

Ms. Markey, who celebrates 29 years in Children's Services at CoLAPL, has demonstrated years of distinguished service as a past member of the Board of Directors for the Association for Library Service to Children (ALSC) of the American Library Association. She has also served as a priority consultant and chair of numerous ALSC committees and chair of the Public Library Association (PLA) Service to Children committee. She is currently a member of ALA Council. Locally she is responsible for planning, developing, and implementing services for children and youth and training staff in the 88 branches within the County of Los Angeles Public Library System. I recently interviewed Ms. Markey about receiving the Grolier Foundation Award and her experiences as a children's services librarian:

**BCT:**What was your reaction when you learned that you had been

chosen to receive the ALA Grolier Foundation Award?

**PM:** I was very surprised, delighted and humbled to learn that so many of my colleagues initiated and supported the nomination - I didn't know that any of this was in the works. When I looked at the list of previous winners, I saw that many of them were people that I had hoped to grow up to be.

**BCT:** What do you believe is the greatest challenge for those of us who have chosen to work in Children's Services?

**PM:** The greatest challenge is that as managers, we must continue to persuade policy makers and community collaborators about the value of public library service for children and its role as an education resource so that budgetary resources are provided to support library activities. Another challenge is gaining respect from colleagues for what we do - it looks like we're having too much fun! Every program and activity that we provide has a purpose - to introduce library services to children and to make a difference in the lives of those children and their families. Children's librarians are managers and we take tremendous pride in our work and, as such, we must take every opportunity to continue to promote the value of public library service. Over the years and during the various economic downturns within the county, I have seen community members testify time and again about the importance of libraries for children and families at Board of Supervisors meetings.

**BCT:**What advice would you provide to someone who is contemplating a career in Children's Services?



**Penny Markey**

**PM:** Choosing to become a children's librarian in a public library provides an opportunity to be creative in a non-judgmental and non-threatening environment. The children have no tests to take, or adult expectations to "perform" as they do in a classroom setting. Children's Services is challenging and complex, as it provides a microcosm of librarianship-management, outreach, competencies, fundraising, events planning, and public relations-in addition to the more traditional aspects of collection development, reference, programs and activities. It also requires working with the significant adults in the lives of children.

Working with children is extremely rewarding and much of the time you never know what impact that you will have on a child. You also have an opportunity to interact with many wonderful colleagues who are always willing to share their experiences, ideas and techniques.

I am fortunate to have had the opportunity to work for a library system that allows me to be innovative and encourages the flexibility to experiment and try new things. Through the years, the children's librarians with whom I have worked have been enthusiastic and supportive as well.





## calendar of events

### 2003

#### May

**May 2-7, 2003**

Medical Library Association (MLA) Annual Conference, San Diego

#### June

**June 7-12, 2003**

Special Libraries Association (SLA) Annual Conference, New York City

**June 19-25, 2003**

American Library Association (ALA) Annual Conference, Toronto, Canada

#### July

**July 12-16, 2003**

American Association of Law Libraries (AALL), Annual Conference, Seattle

#### October

**October 15-16, 2003**

Library of California board meeting, Sacramento

**October 22-26, 2003**

American Association of School Librarians (AASL)  
National Conference, Kansas City, Missouri

#### November

**November 15-17, 2003**

California Library Association (CLA) Annual Conference, Ontario

### 2004

#### January

**January 9-14, 2004**

American Library Association (ALA) Midwinter Meeting, San Diego

#### February

**February 18-19, 2004**

LSTA Advisory Council on Libraries meeting, Sacramento

**February 24-28, 2004**

Public Library Association (PLA) National Conference, Seattle

#### June

**June 24-30, 2004**

American Library Association (ALA) Annual Conference, Orlando

## CONNECTION

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Articles for inclusion in a  
future issue of the  
*Connection* are welcomed.  
Please submit articles or  
suggestions to the *Connection*  
editor, Sarah Dalton.



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Library of California Board

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and Renovation Board

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